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Message Text

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12
ORIGIN EB-11

INFO OCT-01 EUR-25 IO-14 ISO-00 COME-00 RSC-01 ABF-01 /053 R

DRAFTED BY EB.OCA/BR:RASWART:JMN
APPROVED BY EB/CBA - JWBILLER
EB/OCA:NSLAKAS
EB/OCA/BR:HACAHILL
EB/EX:KBAILEY
EUR/RPE:RHARDING
COMM:DIBA/BIC/OIM:EJKRAUSE (SUBS)
EUR/NE:JJCROWLEY
EUR: JLOWENSTEIN
EUR/WE:EJBEIGEL
---------- 120322
R 232142Z SEP 74
FM SECSTATE WASHDC
TO AMEMBASSY ANKARA
AMEMBASSY ATHENS
AMCONSUL BARCELONA
AMEMBASSY BELGRADE
AMEMBASSY BERN
AMEMBASSY BONN
AMEMBASSY BRUSSELS
USMISSION GENEVA
AMEMBASSY THE HAGUE
AMCONSUL ISTANBUL
AMEMBASSY LISBON
AMEMBASSY LONDON
AMCONSUL MILAN
AMCONSUL NAPLES
AMEMBASSY NICOSIA
AMEMBASSY REYKJAVIK
AMEMBASSY VALLETTA
AMEMBASSY VIENNA
AMCONSUL ZURICH
AMEMBASSY ROME
AMEMBASSY COPENHAGEN
USMISSION EC BRUSSELS
USMISSION OECD PARIS
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AMEMBASSY MADRID

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INFO AMCONSUL FLORENCE
AMCONSUL GENOA
AMCONSUL PALERMO
AMCONSUL TRIESTE
AMCONSUL TURIN

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E.O. 11652: N/A
TAGS: BCON
SUBJECT: COMMERCIAL OFFICERS CONFERENCE

1. SUMMARY. COMMERCE AND STATE PLANNING REGIONAL COMMERCIAL OFFICERS CONFERENCES IN OCTOBER. POST INVITED TO SEND OFFICERS LISTED IN PARA 4 BELOW, WITH EXPENSES SHARED EQUALLY BY STATE AND COMMERCE. POST SUGGESTIONS FOR AGENDA REQUESTED. END SUMMARY.

2. STATE AND COMMERCE ARE PREPARING PLANS FOR NORTHERN AND SOUTHERN TIER EUR CONFERENCES IN LATTER HALF OCTOBER. SOUTHERN TIER CONFERENCE WILL BE HELD ROME OCTOBER 16-18, WITH RECEPTION FOR CONFERENCE PARTICIPANTS EVENING OCTOBER 15. CONFERENCE CO-CHAIRMEN WILL BE STATE DEPUTY ASSISTANT SECRETARY JOEL BILLER AND COMMERCE DEPUTY ASSISTANT SECRETARY CHARLES HOSTLER. CONFERENCE WILL BE TITLED "EUR COMMERCIAL OFFICERS CONFERENCE ON EXPORT MARKETING MANAGEMENT."

3. CONFERENCE WILL EMPHASIZE PROGRAM MANAGEMENT BY OBJECTIVE AND WILL CONCENTRATE ON EXPORT MARKETING ASPECTS OF COMMERCIAL OFFICER'S ROLE. PRESENTATIONS BY WASHINGTON AND FIELD PARTICIPANTS WILL BE SHORT IN ORDER EMPHASIZE DISCUSSION AND DIALOGUE. TOPICS FOR DISCUSSION WILL INCLUDE SOME

AREAS OF BROAD OVERVIEW BUT WILL GENERALLY FOCUS ON PROGRAM EXECUTION. TENTATIVE AGENDA INCLUDES SESSIONS COVERING COUNTRY COMMERCIAL PROGRAM, E/C SECTION ORGANIZATION, TECHNIQUES FOR EFFECTIVE USE OFFICER TIME. POSTS' SUGGESTIONS FOR DISCUSSION TOPICS WOULD BE WELCOME, BUT SHOULD BE CABLED WITHIN FIVE WORKING DAYS FOR INCORPORA-
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TION FINAL AGENDA. OFFICERS SELECTED FOR PANEL DISCUSSIONS WILL RECEIVE INSTRUCTIONS SEPTEL.

4. COMMERCE AND STATE WILL SHARE CONFERENCE EXPENSES. WE ARE ABLE INVITE HIGHEST RANKING ECONOMIC/COMMERCIAL OFFICER, HIGHEST RANKING COMMERCIAL OFFICER, AND COMMERCIAL ATTACHE OF EMBASSIES IN MOST COMMERCIALLY SIGNIFICANT MARKETS. FOR CONSULATES WE ARE INVITING HIGHEST RANKING

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OFFICER DIRECTLY RESPONSIBLE FOR COMMERCIAL AFFAIRS. TRADE CENTER DIRECTORS ALSO INCLUDED.

5. INVITED OFFICERS BY PARTICIPATING POSTS DESIGNATED AS FOLLOWS: ANKARA: BYREN, MEYER. ATHENS: HYMAN, BOUTON. BARCELONA: DEVLIN. BELGRADE: YORK, WALLER. BERN: EWING, KELLY. BONN: COONTZ. BRUSSELS: GRANT. COPENHAGEN: STAHNKE. THE HAGUE: VOORHEES. ISTANBUL: OGDEN. LISBON: WHI-E, PASTORINO. LONDON: WILLIAMSON. MADRID: OLIVER, OWEN, LUBKEMAN. MILAN: TATGE, FROST. NAPLES: YOULE. NICOSIA: GRAHAME. REYKJAVIK: KING. VALLETTAMC PENNINGER. VIENNA: BARDACH, MARTIN, LILL. ZURICH: HAYDEN. ROME: ELY, ZUCCA, LAWRNCE PLUS OTHERS EMBASSY MAY WISH TO DESIGNATE.

6. FOR GENEVA, EEC BRUSSELS AND OECD PARIS. PLEASE DESIGNATE OFNICER TO ATTEND BOTH ROME CONFERENCE AND NORTHERN TIER CONFERENCE IN PARIS OCT. 23-25. (INVITATION FOR PARIS WILL BE RECEIVED SEPTEL) DESIGNEE WILL BE ASKED TO ADDRESS IMPACT OF HIS ORGANIZATION'S RECENT ACTIVITIES ON U.S. EXPORT MARKETING, INCLUDING EFFECT ON SPECIFIC INDUSTRY AND COMMODITY AREAS. DISCUSSION THIS SSBJECT TENTATIVELY SCHEDULED MORNING LAST DAY BOTH CONFERENCES.

7. VIEW FULL SCHEDULING DURING CONFERENCE AND DIFFICULTY ARRANGING HOTEL ACCOMMODATION, CONSIDERED INADVISABLE BRING WIVES.

8. POST REQUESTED CONFIRM BY CABLE OFFICERS ATTENDING, WITH INFO COPY TO ROME FOR HOTEL ARRANGEMENTS. PLEASE INCLUDE FLIGHT AND ETA INFO. ROME HAS RESERVED SINGLE

ROOMS IN MODERATELY PRICED HOTELS (19-21 DOLLARS) NEAR
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EMBASSY. UNLESS OTHERWISE INSTRUCTED POST WILL RESERVE ONE ROOM FOR EACH OFFICER FOR NIGHTS OCTOBER 15 THROUGH 18.

9. POSTS IN ITALY MAY SEND OTHER OFFICERS AS DESIRED TO EXTENT POST FUNDING AVAILABLE. PARTICIPANTS SHOULD ADVISE ROME IN ORDER FACILITATE ADMINISTRATIVE ARRANGEMENTS.

10. SEPTELS WILL ADVISE DETAILS OF AGENDA, PANELISTS, AND FISCAL DATA FOR TRAVEL AND PER DIEM EXPENDITURES FOR FIELD PARTICIPANTS. SINCE DEPARTMENT STILL OPERATING ON CONTINUING RESOLUTION WE MUST ADD CAVEAT THAT CONFERENCE DEPENDENT ON AVAILABILITY OF FUNDS. WE DO NOT HOWEVR ANTICIPATE DIFFICULTIES THIS REGARD. INGERSOLL

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TAGS: OCON, BGEN
To: ANKARA MULTIPLE
Type: TE
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